



KAITELYN PLOUDE

g r a p h i c d e s i g n e r

7
Years of Experience
In Marketing & Graphic Design

2
Bachelor's Degrees
Management & Graphic Design

42
Branches & Offices
Overseen for Marketing Needs

Contact

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Tech Skills

- 🌐 Adobe Creative Cloud Suite
- 📄 Acrobat
- 🎨 Illustrator
- 📄 InDesign
- 📄 Photoshop
- 📄 Dreamweaver
- 📄 Microsoft Office 365 Suite
- 🌐 Asana
- 📄 Workfront
- 📄 Meltwater/Sprout Social
- 📄 DocuSign
- 📄 Salesforce
- 📄 WordPress
- 📄 Constant Contact
- 📄 Google Drive
- 📄 HTML
- 📄 CSS

Soft Skills

- Communication Skills ●●●●○
- Copywriting ●●●●○
- Creativity ●●●●●
- Design Strategy ●●●●○
- Multitasking ●●●●○
- Organizational Skills ●●●●●
- Presentations ●●●●○
- Problem Solving ●●●●●
- Project Scheduling ●●●●○
- Time Management ●●●●○
- Typography ●●●●○
- Writing & Grammar ●●●●○

Professional Experience

MARKETING PROJECT MANAGER

2017-Present *BayCoast Bank*

- Responsible for planning, managing, designing, and executing multiple marketing campaigns/projects for various lines of businesses, affiliate brands, and financial products/services from beginning to end independently.
- Able to multi-task in a high-volume environment developing campaigns/projects, organizing key milestones, delivery dates, tactics, and assignment of tasks to team members and internal resources, as needed.
- Brand ambassador for six affiliated companies and worked to rebrand multiple brand DNAs from individual, siloed brand identities into a family of unified brands.
- Execute consistent use of each brand's color palette, logos and iconography, typography, and lifestyle imagery/visuals to energize and tie the brands together while building brand equity in new market areas.
- Experienced in copywriting/brand messaging in addition to graphic design of project deliverables and assets utilizing industry standards like Adobe Acrobat, Illustrator, Photoshop, and InDesign for digital and print display.
- Graphic design experience includes assets such as billboards, digital ads, flyers, brochures, instructional guides, blog posts, social media posts/ads, internal communications, print ads, direct mail, digital screens, stationery, landing pages, email marketing, etc.
- Ensure the legal and Federal regulatory requirements and approval process protocols are followed accurately.
- Coordinate projects/orders with external vendors along with overlooking the quality, budget/pricing, timing, and brand consistency of the assignment.
- Maintain inventory of promotional items for events and customer gifts as well as employee gifts such as custom branded onboarding packages for all new hires.
- Experience working with agencies, media vendors, photographers, and videographers on production of advertising, testimonial campaigns, television commercials, radio spots, email automation, and experiential marketing campaigns and events.
- Collaborate with corporate giving grantees and third parties on co-branded marketing materials, sponsorships, exposure, advertisements, and expo/event booth set up.
- Create PowerPoints and participate in Executive presentations with the Board/Senior Team and project meetings for each line of business as a key intermediary for the Marketing team's strategy.

MARKETING SPECIALIST

2014-2019 *Greater Fall River RE-CREATION*

- Developed graphic design assets to increase membership including quarterly layout design of printed multi-page recreational program and community event flyers.
- Successfully designed, coded, and launched a website redesign via WordPress that is still operational.
- Managed social media channels including the development of graphics and a social content calendar.

Education

BACHELOR'S - GRAPHIC DESIGN & MEDIA ARTS

2019-2020 *Southern New Hampshire University*

- Focused on how to design, develop, adapt, and present professional quality graphic and media works that articulates a clear, coherent message using appropriate and effective technical and aesthetic design principles.
- Experience in applying professional, ethical, and socially culturally sensitive practices to the design and development of visual media elements.
- Graduated summa cum laude.

BACHELOR'S - BUSINESS MANAGEMENT

2010-2014 *Bridgewater State University*

- Studied business management in the context of a changing and diversifying society and economy.
- Mastered team-oriented problem solving and combining critical thinking skills with a strong quantitative background.
- Minored in Public Relations.
- Graduated cum laude.

Certifications

NEW ENGLAND COLLEGE OF BUSINESS

Certificate in Principles of Management

MICROSOFT EXCEL CERTIFIED

MICROSOFT WORD CERTIFIED

OSHA CERTIFIED

Memberships

BAYCOAST BANK

*Financial Literacy Committee
Marketing Committee
Events Committee
FinTech Committee
Social Media Committee
Client Outreach Committee*

DIMAN REGIONAL VOC. TECH. HIGH SCHOOL

Advisory Board Committee Member

N.E. FINANCIAL MARKETING ASSOCIATION

Association Member

ONE SOUTHCOAST CHAMBER OF COMMERCE

Chamber Member